



Queensland University of Technology  
Brisbane Australia



## 2010 INTERNATIONAL NONPROFIT AND SOCIAL MARKETING CONFERENCE

*Connecting thought and action*

### CALL FOR PRACTITIONER PAPERS

**Brisbane, Queensland, Australia – July 15-16, 2010**  
**Submission Deadline: March 31, 2010**

Applying marketing thinking and technologies to social and health problems has gained increasing attention from practitioners in government and third sector organisations interested in influencing behaviour for good – such as, protecting the environment, contributing to local and international community education and health, and encouraging individuals to act responsibly in protecting their health and preventing injury. INSM conference organisers encourage practitioners from these organisations and institutions to submit *practitioner papers* that outline how they have applied *social marketing* concepts or *nonprofit marketing* planning and strategy to create and monitor change that achieves social, health and environmental benefits.

The 2010 conference, jointly hosted by Queensland University of Technology and Griffith University will be held in Brisbane, Australia. You will note that Brisbane is surrounded by beautiful coastal destinations (see <http://www.tourismsunshinecoast.com.au/> and <http://www.verygoldcoast.com.au/>), and scenic Hinterland locations. In Brisbane city itself there are also many outstanding attractions (see <http://www.ourbrisbane.com/>) that conference attendees will be able to enjoy before or after the conference schedule.

The conference keynote speakers include: Professor Craig Lefebvre, from the Department of Prevention and Community Health, The George Washington University (USA), and Professor Gerard Hastings from the Institute for Social Marketing, at the University of Stirling (Scotland). Both Professors have worked extensively with health practitioners and Government decision-makers to explore and experiment with different ways of using marketing principles to influence social and health behaviour change in society.

#### **Paper submission guidelines**

The conference organisers seek best practice industry papers for the 2010 INSM conference (instructions for authors can be downloaded below). Examples of campaigns or programs that have yielded high impact on target markets, or achieved interesting outcomes are particularly encouraged. Extended abstracts are to be submitted by March, 31, 2010. Please submit the extended abstract, along with a cover sheet to [Associate Professor Sharyn Rundle-Thiele](#), Griffith University. When submitting the abstract, please ensure it is in Word format, using the first authors surname as the file name (e.g. Rundle-Thiele.doc). Any enquiries about practitioner submissions should be directed via email to Dr Josephine Previte [j.previte@uqt.edu.au](mailto:j.previte@uqt.edu.au) before the submission due date.

Submissions will be blind reviewed. **Upon acceptance, authors will be invited to submit either a full paper for further review and eventual publication in a range of publications outlets, e.g. journals and edited books.** In submitting a paper for review, the author(s) agree to: (a) return the full paper or extended abstract in correct format in a timely fashion; and (b) have at least one author appear at the conference to present a 15 minute presentation of the paper. **Please note that attendance at the conference is at the authors own expense. Complimentary registration is not given to accepted submissions.**